

United Kingdom-Belfast: Survey services

OJ S 124/2014 02/07/2014

Contract award notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Northern Ireland Tourist Board

Postal address: St Anne's Court, 59 North Street

Town: Belfast

Postal code: BT1 1NB

Country: United Kingdom

For the attention of: Paul Clements

E-mail: dojprocure.cpd@dfpni.gov.uk**Internet address(es):**General address of the contracting authority: <http://www.dfpni.gov.uk/cpd>**I.2. Type of the contracting authority**

Body governed by public law

I.3. Main activity

General public services

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description**II.1.1. Title**

NITB Leisure Consumer Barometer 2014-2017.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 10: Market research and public opinion polling services

Main site or place of performance: Northern Ireland and Republic of Ireland.

NUTS code UKN Northern Ireland

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**II.1.4. Short description of the contract or purchase(s)**

NITB currently implements a tourism industry barometer, implemented in 3 waves annually to gauge industry opinion on their performance and outlook and associated challenges, barriers and benefits. NITB now seeks to establish a consumer based barometer, to garner the views of Northern Ireland and Republic of Ireland residents on a range of factors regarding their perceptions/experiences of the Northern Ireland tourism offering, the impact it may have on their decisions to visit, their propensity to visit and challenges/barriers.

It is intended that this will become a continuous tracking study, possibly having core questions

repeated in each wave but also including one off questions on specific issues asked in individual waves.

The introduction of regular consumer research in NI and ROI should not duplicate recent research but will help track the development of these segments and experiences and help NITB to:

- Track consumer awareness, perceptions, intentions (position on purchase funnel) and access to NI tourism and competitors and factors (positive and negative) impacting on these decisions;
- Develop more targeted campaigns;
- Brand tracking;
- Understand the role of these experiences and key tourism assets in both generating and servicing demand and meeting the consumer need;
- Understanding what supply/product could generate demand and what infrastructure is required to support them;
- Understand what gives NI standout in a crowded market place;
- Understand how to exploit key aspects of the tourism experience and identify new opportunities in the marketplace;
- Confirm/expand our current knowledge of the NI and ROI markets and segments.

II.1.5. CPV code(s)

79311000 Survey services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 224 420 GBP
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Price. Weighting 40
2. Project methodology. Weighting 50
3. Project management. Weighting 10

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

PR16499

IV.3.2. Previous publication concerning this procedure

Notice number in the OJ S: [2014/S 74-128286](#) of 1.4.2014

Section V: Award of contract

Contract No: PR16499

V.1. Date of conclusion of the contract

23.6.2014

V.2. Information about tenders

Number of tenders received: 2

Number of tenders received by electronic means: 2

V.3. Name and address of the contractor

Official name: Millward Brown Ulster

Postal address: Aisling House, 50 Stranmillis Embankment

Town: Belfast

Postal code: BT9 5FL

Country: United Kingdom

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 224 420 GBP

excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

Official name: Central Procurement Directorate

Postal address: Clare House, 303 Airport Road West

Town: Belfast

Postal code: BT3 9ED

Country: United Kingdom

E-mail: dojprocure.cpd@dfpni.gov.uk

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: CPD incorporated a standstill period at the point information on the award of contract was communicated to tenderers. That information provided full information on the award decision. The standstill period was for a minimum of 10 calendar days and no challenge to the award was made.

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

26.6.2014